

## ABSTRAKSI

Persaingan bank di Indonesia telah mencapai tingkat yang sangat kompetitif, dengan munculnya perkembangan inovasi baru. Mempertahankan pelanggan menjadi prioritas bank dalam memenangkan persaingan, terutama Bank BRI Cabang Jombang. Strategi mempertahankan pelanggan menggunakan strategi peningkatan *relationship quality*, *trust* dan *commitment* agar pelanggan menjadi loyal kepada perusahaan. Dalam penelitian ini melihat pengaruh *trust*, komitmen, dan *relationship quality* dalam membentuk loyalitas nasabah, dengan pendekatan kuantitatif regresi linier berganda. Dari penelitian ini diketahui bahwa variabel *trust* dan komitmen memiliki pengaruh dalam membentuk loyalitas, akan tetapi variabel *relationship quality* tidak memiliki pengaruh dalam membentuk loyalitas nasabah BRI Cabang Jombang.

**Kata Kunci:** *Relationship Quality, Trust, Commitment, Loyalitas Nasabah*

**ABSTRACT**

*Banking competition in Indonesia has reached a very competitive level, with the emergence of the development of new innovation. Keeping the customer a priority bank in winning the competition, especially the bank BRI branch of Jombang. Strategy to keep customers using the strategy of improving relationship quality, trust and commitment so that customers become loyal to the company. In this study see the effect of trust, commitment, and relationship quality in shaping customer loyalty, with quantitative approach of doubled linear regression. From this penelitian known that variable of trust and commitment have influence in forming loyalty, but variable of relationship quality do not have influence in forming loyalty of customer of BRI branch of Jombang.*

**Keywords:** *Relationship Quality, Trust, Commitment, Customer Loyalty*